

Second Annual Old Radiothon! RADIO GUIDE



PACIFICA
LOS ANGELES

KPFK

APRIL 1973
90.7 FM



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1230 Rosecrans at Carleton, Point Loma



The MARATHON -or- KPFK's SPRING "OFFENSIVE"

* WILL LEWIS INTERVIEWS HIMSELF

Q. I'm new around here. What's a Marathon?

A. You're kidding. A Marathon is a non-stop, around-the-clock, on-the-air fundraiser. All regular programs are cancelled (except the Evening News) until the goal is achieved.

Q. When does this one start and what's the goal?

A. The fundraising begins 6:30 p.m., Sunday, April 1. The goal is \$112,000 or 30 days, whichever comes first (that's \$38,000 less than last year's goal).

Q. Why does a radio station that broadcasts the quality of programming that KPFK does have to resort to the strong-arm tactics of a Marathon?

A. Because gentler methods have failed in the past. Because more than 50% of our listener-sponsors fail to renew. Because more than 25% of persons who *pledge* their support never make good on their word.

Q. How successful are Marathons?

A. Almost one-third of KPFK's income as well as one-third of our subscribers come in during the Marathon.

Q. Why is the Second Annual Old Radio Marathon different from all other Marathons?

A. The big difference this year is that we plan to interrupt the Marathon for 24 hours at the \$37,290 and the \$74,580 marks. The first pause will feature a 24-hour folk-music special. The second will feature a 24-hour documentary special. When we reach \$112,000 we will present a 24-hour Bach festival.

And let's not forget the 24-hour Old Radio documentary, *And All the Ships at Sea*, that begins after the news on Saturday, March 31, at 6:30 p.m.

Q. And the rest of the time will be constant "pitching" and "shucking" for money?

A. Not at all. Some of the best radio produced over the last forty years will be presented each day.

Q. Then there's nothing for the serious music buff?

A. We've added a famous radio concert for each of the early morning hours.

Q. I can't stand some of the corny old radio shows. Why should I stick around?

A. For the truly outstanding dramatic productions in the evening. Many are dramatizations of famous Broadway plays, Academy-award winning films, and best-selling novels.

Q. Your goal is \$38,000 less than last year's. KPFK's cash position is less critical than a year ago. Yet you believe the success of this year's Marathon is *more* important. Explain.

A. On April 2, formal hearings before an FCC examiner begin in Washington, D.C. The outcome of those hearings (for the last available FM channel in the nation's capitol) may well affect the future of this radio station! *All Pacifica station license renewals have been held up pending the outcome of the hearings.*

Therefore, it is important for KPFK to demonstrate the widest possible support for its programs through the *number* of subscribers as well as the *dollar-value* of that support. The Marathon, which coincides with the hearings, can demonstrate either the viability or the futility of listener-sponsorship. It's up to all of us.

985-5735 MARATHON PHONE: 985-KPFK MARATHON PHONE: 985-5735

MARATHON PHONE: 985-KPFK MARATHON PHONE: 985-5735 MARATHON

If you are up for renewal, or a member of the 3729 Club, your payment does not count toward the Marathon Goal. Please, do not pledge renewals over the phone!

MARATHON PHONE: 985-KPFK MARATHON PHONE: 985-5735 MARATHON

PHONE: 985-KPFK



A CONFERENCE ON THE NEW SOUNDSCAPE

Co-sponsored by

KPFK, Pacifica Radio in Los Angeles

KPFA, Pacifica Radio in Berkeley

and

SOURCE Magazine

to be held April 27, 28 and 29, 1973 at de Benneville Pines, a natural setting in the San Bernardino National Forest.

An edition of *Source Magazine* will be put together during the Conference, and there will be concerts, jam sessions, and informal raps. Bring material for *Source*, musical instruments, audio equipment, and an open mind. Some of the great and near-great who will speak, play, and operate tape recorders will be Nicolas Slonimsky, conductor, composer, musicologist, and *confere* of Charles Ives and Edgar Varese; Charles Amirkhanian, Sound Sensitivity Director of KPFA; David Cloud, Music Director of KPFK; Stan Lunetta, editor of *Source Magazine*; and Ken Friedman, avant-garde inter-media artist.

The full cost—including meals, sleeping quarters, and all programs—is \$23.50. The conference center is located near Big Bear. For further information or to register, write to:

THE EXTENDED EAR
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Angeles Oaks, Ca. 92305

MARATHON PHONE: 985-KPFK

film 73

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THE FESTIVAL PLAYERS OF CALIFORNIA

Continuing their series
of Chamber Music Concerts
live from the auditorium at KPFK.

The program for Wednesday,
April 4, at 8:00 p.m.:

Irving Katz and
Helen Tannenbaum, violins
Mildred O'Donnell, viola
Selene Hereford, cello

Playing music by
Beethoven, Haydn,
and Milhaud.

No admission charge.
Bring a pillow to sit on.

KPFK's studios,
3729 Cahuenga Blvd. W.
in North Hollywood.

LAEMMLE FINE ARTS THEATERS

LOS FELIZ NO4-2169	FRENCH FILM FESTIVAL. Call Theater for program.
ESQUIRE Pasadena SY3-6149 MU4-1774	Apr. 11: CHARLOTTE'S WEB Apr. 25: Jack Lemmon in <i>SAVE the TIGER</i>
PLAZA Westwood TR9-9077 GR7-0097	Call theater for program
REGENT Westwood BR2-0501 477-0059	Now: Ingmar Bergman's <i>CRIES AND WHISPERS</i> Apr. 18: Peter Fonda in <i>TWO PEOPLE</i>
THE ROYAL 11523 S.M. Bld., W.L.A. 473-1636 270-4110	April 5 thru 17: <i>WALLS OF FIRE</i>
MONICA TWIN THEATERS always a choice of 2 outstanding programs	
MONICA I 451-8686	Call theater for Program
MONICA II 451-8686 451-8688	Call theater for Program

KPFK

90.7 FM

PACIFICA RADIO
Vol. 14, No. 10



LOS ANGELES
April, 1973



THE VOLUNTEERS

are all those people who donate their time and energy to keep this place going. They produce programs, review cultural events, edit tapes, gather news, type, file, answer phones—in short, without them we wouldn't be here. Thanks.

Joe Adams, David Ainsworth, David Arias, Decia Baker, Ellen Bjerre, Steve Blum, Dave Boxall, Barbara Branson, Ruth Buell, Barbara Clairchilde, Kathy Cochran, Peter Cole, Ridgley Cummings, Pete Cutler, Gail DeLott, John DeSimio, Rod Edwards, Michael Elliot, Paul Faulkner, Sanford Fidell, Mike Fitzpatrick, Ethlie Ann Fonda, Teri Friedrichs, Everett Frost, Steve Futterman, Cy Gius, Richard Gollance, Bob Gottlieb, Debbie Gould, Bob Gow, Georg Gugelberger, Tom Halle, Michael Harriton, Alison Hershey, Celia Hirschman, Terry Hodel, Peggy Holter, Sammy Israel, Alan Kanter, Sheila Kaczmarek, Helen Kandel, David Katz, Glen Keeler, Joe Klebanoff, Dudley Knight, Helen Koblin, Barbara Kraft, Linda Krausen, Alma Landsberger, Larry Lieberman, Francine Lipsker, Stephen Mamber, Bill Margolis, Petrie Mason, Jerry McBride, Maureen McIlroy, Tim McGovern, Susan Miller, Louis Miranda Jr., Sam Mittelman, Charles Morgan, Larry Moss, Bob Mundt, Marsha Necheles, Richard Nielsen, Robin O'Brian, Earl Ofari, Fred Parks, Ron Ridenour, Gregg Roebuck, Brian Rosenberg, Mark Rosenthal, A.P. Russo, Susan Sellers, Benjie Shapiro, Dave Simpson, Pearl Skotnes, Clare Spark Loeb, Craig Spurgeon, K.C. Thompson, Richard Toscan, Tichard Triscari, Phil Tuttle, Catherine Uniack, Paul Vangelisti, Bill Vestal, Diane Wildman, Allen Zak, Susan Zeifman, Alex Zimmerman. And all we've inadvertently left out.

THE STAFF

General Manager: Will Lewis. Program Director: Ruth Hirschman. Music: David Cloud, Dir., Katherine Calkin, Paul Vorwerk. News: Dennis Levitt, Dir. Barbara Cady, Andres Chavez, Greg Gorelick. Public Affairs: Mike Hodel, Dir. Production: Rick Braverman, Dir., Rachel Kurn, Traffic; Mitchell Harding, Ron Richo, Steve Tyler. Engineering: Don Wilson, Chief Engineer. Promotion Director: Barbara Spark. Head Gopher: Roy Tuckman. Subscriptions: Clay Delmar. Accountant: Eric Shapiro. Folio Editor: Jane Gordon.

PACIFICA BOARD

National: KPFA: R. Gordon Agnew, Rudy Hurwitz; KPFK: Hallock Hoffman, Max Palevsky, Robert Powsner, Jonas Rosenfield Jr., Frank Wyle; KPFT: Jody Blazek, David Lopez, Thelma Meltzer; WBAI: George Fox, Carolyn Goodman, Hannah Levin, Albert Ruben; President of Pacifica: Ed Goodman.

Local: Roscoe Lee Browne, Mae Churchill, Digby Diehl, David Dworski, Moctezuma Esparza, David Finkel, Sam Francis, Everett Frost, Frank Gehry, Leonard Goldman, Stanley M. Gortikov, Richard S. Gunther, Brownlee Haydon, Ruth Hirschman, Mitchell Harding, Mike Hodel, Hallock Hoffman, Celes King III, Robert Klein, Louis Licht, Ronald M. Loeb, Brian G. Manion, Jeffrey Matsui, Isabelle Navar, Frederick Nicholas, Anais Nin, Max Palevsky, Marshall Pearlman, John Phillips, Robert Powsner, Robert Radnitz, Joyce Reed Rosenberg, Jonas Rosenfield Jr., Richard Rosetti, Paul Saltman, Gerhard Samuel, Avery Schreiber, Marvin Segelman, Muriel Seligman, Pearl Skotnes, Frederic Sutherland, Jolyon West, Haskell Wexler, Frank Wyle, Floyd Yudelson. Ex Officio: Will Lewis, Barbara Spark.

The KPFK Folio is not sold; it is sent free to each subscriber supporting our non-profit, non-commercial, educational station, and contains the most accurate possible listing of the programs broadcast. Subscription rates are \$25 per year, or \$15 per year for students, retired, unemployed, etc.

Our transmitter is on Mount Wilson. We broadcast in stereo multiplex with an effective radiated power of 112,000 Watts. Our studios and offices are at 3729 Cahuenga Blvd. W. in North Hollywood 91604. Phones: 877-2711, 984-2711. Second Class Postage Pending at North Hollywood, Ca.

KPFK is owned and operated by the Pacifica Foundation, a non-profit institution. Subscriptions are transferable to the other Pacifica Stations: KPFA, 2207 Shattuck Ave., Berkley, Ca. 94704; WBAI, 359 E. 62nd St., N.Y. 10021; and KPFT, 618 Prairie St., Houston, Tx. 77002.

Subscribe!

The cost of freedom must be shared by those who would enjoy it. If all those due to renew this month did so, we would not need a Marathon. If you want your new subscription to count toward the Marathon total, fill out the sub blank below, then CALL 985-KPFK and share the good news with us.

name _____

address _____

city _____ zip _____

Student/retired/

unemployed \$15/year \$8/6 mo.

Regular \$25/year \$13/6 mo.

3729 Club \$5/month or \$60/year
(see page 32)

Allow 6 weeks for processing. Make checks payable to **Pacifica-KPFK** and mail to:

KPFK, North Hollywood, 91608

moving?

Please send address change information to KPFK North Hollywood 91608. If you have a *Folio* address label, paste it on. Allow six weeks for processing!

OLD:

Name _____

Address _____

City _____ Zip _____

NEW (effective as of _____)

Name _____

Address _____

City _____ Zip _____

Where Does the Money Go?

KPFK'S MONTHLY EXPENSES

Salaries	\$11,200
Payroll Taxes	1,100
Health Plan	500
Wire Services	600
Subscriptions	50
Raw Tape	200
<i>Folio</i> Printing and Mailing	2,100
Maintenance — Technical Equipment	200
Maintenance — Building	100
Maintenance — Vehicles	60
Engineering Parts and Supplies	250
Telephone	1,650
Rent	800
Insurance	350
Postage	700
Electric and Gas	850
Pacifica Foundation Administrative Expenses	860
Other Expenses	1,000
TOTAL	<u>\$22,570</u>

The accompanying summary of monthly expenses represents the amounts we actually spent during the past 5 months. It is a subsistence budget reached by cutting salary levels, reducing the staff, re-using (*sic*) tape, and passing up some programming possibilities. By making these sacrifices, we have begun moving toward a balanced budget.

Unfortunately, our revenues do not come in evenly throughout the year. Even if we are able to balance our budget this year, it will be because during a one-month period five months' expenses were raised. This explains why almost half of the anticipated proceeds will go towards reducing debts.

The balance will go for operating expenses during the month of the Marathon and the following month (whose receipts will be low because people will have given during the Marathon). We would like to enlarge the staff but can do so only if we can raise the money through a successful Marathon.

— Eric Shapiro,
Accountant

. . . and if you're not into looking at statistics, you can be looking at various and sundry staffers at the poignant and chaotic moment last October in Studio B as we reached our final goal of the Minithon.



USE OF ANTICIPATED MARATHON REVENUE

Salaries in arrears	\$ 14,000
Payroll taxes	9,000
Accounts payable reduction (see below)	25,000
Long-term debt retirement	15,000
April operating expenses	22,600
May operating expenses	15,000
Additional staff positions (6 months' expense)	11,400

TOTAL **\$ 112,000**

ACCOUNTS PAYABLE INCLUDES THE FOLLOWING:

Reuters	\$ 1,000
Associated Press	2,100
Printer (<i>Folio</i>)	1,200
Ampex	1,000
Auditors	500
Insurance	1,200
Telephone	2,000
Rent	14,000
Other	2,000

TOTAL **\$25,000**

A Recreation of a Composite Day in the Life of 1940's Network Radio



SATURDAY
MARCH 31

P.M.

- 7:00 THE JACK BENNY SHOW
7:30 THE QUIZ KIDS: Jack Benny is Special Guest
8:00 EDGAR BERGEN & CHARLIE McCARTHY
8:30 INNER SANCTUM
9:00 WALTER WINCHELL
9:15 NEWS
10:00 TAKE IT OR LEAVE IT: Gary Moore
10:30 CBS REPORTS TO THE NATION
11:00 NEWS OF THE WORLD
11:15 GLEN MILLER AT GLEN ISLAND CASINO
11:30 BENNY GOODMAN AT THE HOTEL PENNSYLVANIA
Midnight - 6:00 a.m. "Via Short Wave"

"Journey Into Space: Operation Luna"— A BBC Science Fiction Serial. . .the launching of the first ship to the moon. . .the ship and crew are taken through time and space toward an unknown planet.

...and All the Ships at Sea

SUNDAY
APRIL 1

A.M.

- 6:00 NEWS: Declaration of War on Japan
6:45 THE WORLD TODAY: John Daly & Robert Trout
7:00 PRESIDENT ROOSEVELT: "A Day of Infamy"
7:30 NEWS: U.S. Declares War on Germany and Italy
7:45 THE WORLD TODAY: Quincy Howe
8:00 THE BREAKFAST CLUB: Don McNeil
8:15 VIC AND SADE
8:30 SNOW VILLAGE
9:00 KATE SMITH
9:30 DAVID HARUM
9:45 ARTHUR GODFREY TIME
10:00 NEWS
10:15 OUR GAL SUNDAY
10:30 LIFE CAN BE BEAUTIFUL
10:45 MA PERKINS
11:00 YOUNG DOCTOR MALONE
11:15 ONE MAN'S FAMILY
11:30 NEWS
11:45 PEPPER YOUNG'S FAMILY

P.M.

- 12:00 NEWS: Edward R. Murrow
12:15 JUST PLAIN BILL
12:30 THE ANSWER MAN
12:45 THE RIGHT TO HAPPINESS
1:00 NEWS
1:15 STELLA DALLAS
1:30 LORENZO JONES
1:45 CHICK CARTER, BOY DETECTIVE
2:00 NEWS
2:15 JOHN J. ANTHONY
2:30 THE GOLDBERGS
2:45 FRONT PAGE DRAMA
3:00 TERRY AND THE PIRATES
3:15 JUNGLE JIM
3:30 BILL STERN SPORTS
3:45 CHANDU THE MAGICIAN
4:00 I LOVE A MYSTERY
4:30 THE LONE RANGER
5:00 THE SHADOW
5:30 JACK ARMSTRONG
5:45 AROUND THE WORLD NEWS:
The Day the War Ended
6:00 MARATHON

[All programs are at approximate times they were originally broadcast — only the days have been changed to protect the innocent]



Second Annual Old Radio

Early Morning: Classical Music
Great Concerts of the 30's, 40's
and 50's, including Toscanini's
NBC SYMPHONY ORCHESTRA
and **THE RAILROAD HOUR.**



Late Morning: Comedy Classics
THE FRED ALLEN SHOW; **JACK BENNY SHOW;** **HENRY MORGAN SHOW.**



Lunchtime:
THE BOB AND RAY SHOW

Afternoon:

SUSPENSE — Listen for the creaking door!
(Here is producer William N. Robson, producing.)

THE GOON SHOW — Starring Peter Sellers and
Spike Mulligan.



Marathon

(Broadcast times are dependent upon the success of marathon mini-goals:
approximations of the time of day are indicated in a spirit of optimism.)



Late Night:

THE WORLD OF ARCH OBLER — Mysteries, horror and sci-fi.

After Hours: Science Fiction

X MINUS 1
DIMENSION X

MARATHON PHONE: 985-KPFK

Weekend: The Serials

COBRA KING STRIKES BACK *** *FAITH, HOPE AND CHARITY* ***
FU MAN CHU *** *FRANKENSTEIN* *** *BURY YOUR DEAD, ARIZONA*



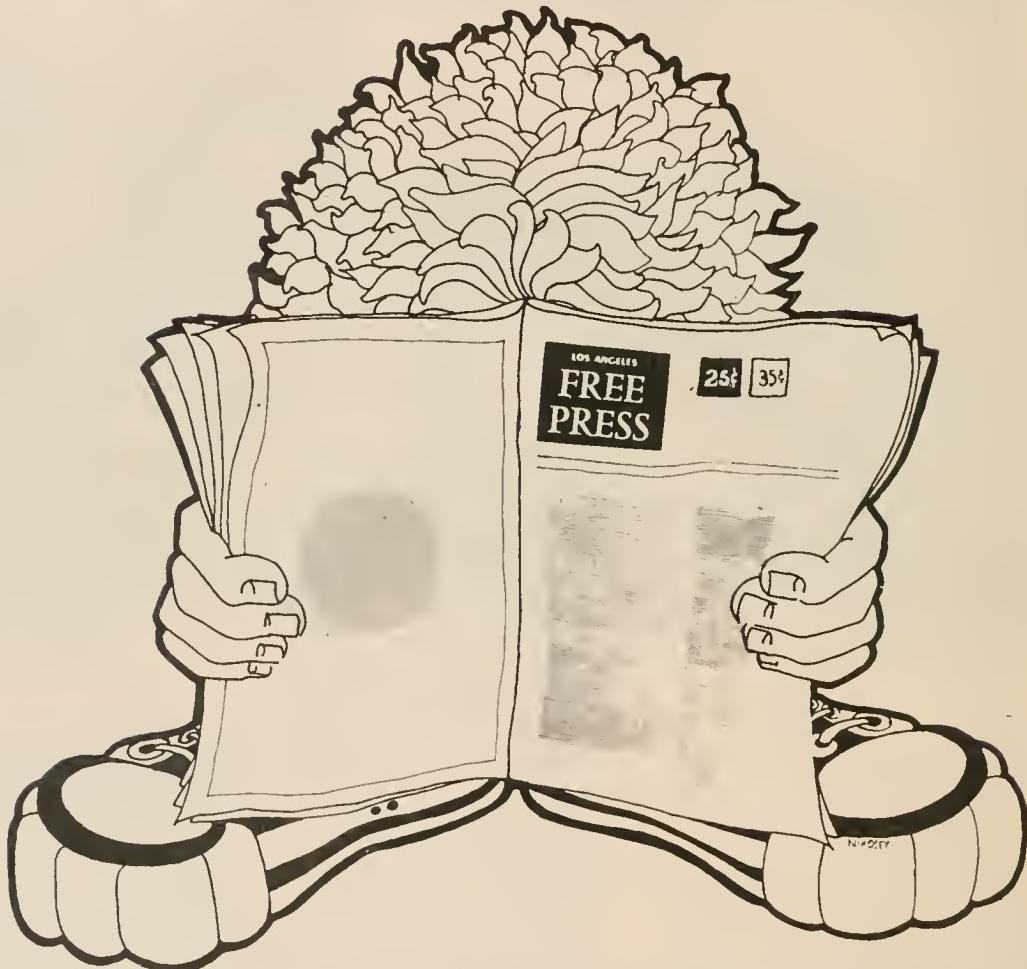
RADIO GUIDE

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to be Broadcast for
Week Ending April 1
TEN CENTS

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What Is Radio
Doing to Them?



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Good Evening

We will return to our Marathon after this Important Program."

A sampling from *Lux Radio Theater*, Academy Award, *Screen Guild Players*, *Theater Guild on the Air*, *Ford Theater* and *NBC University Theater*.

The title of the play of the evening will be announced at the conclusion of KPFK's Evening News broadcast regularly during the Marathon at about 6 p.m.

TO HAVE AND HAVE NOT

Humphrey Bogart and Lauren Bacall

THE WISTERIA TREE

Helen Hayes and Joseph Cotten

SUNSET BOULEVARD

Gloria Swanson and William Holden

1984

Richard Widmark

ARSENIC AND OLD LACE

Ida Lupino, Boris Karloff and Eddie Albert

STREET SCENE

Shirley Booth and Richard Conte

WUTHERING HEIGHTS

Mary Astor and Basil Rathbone

MY SISTER EILEEN

Shirley Booth and Virginia Gilmore

THE MALTESE FALCON

Humphrey Bogart, Sidney Greenstreet and Mary Astor

VIVA ZAPATA

Charlton Heston and Jean Peters

THE GLASS MENAGERIE

Helen Hayes and Karl Malden

IT'S A WONDERFUL LIFE

James Stewart and Donna Reed

LAURA

Dana Andrews, Gene Tierney and Vincent Price

JANE EYRE

Orson Welles and Loretta Young

KISS OF DEATH

Richard Widmark and Victor Mature

THE AWFUL TRUTH

Cary Grant and Irene Dunne

LES MISERABLES

Ronald Colman and Deborah Paget

SOMEWHERE IN THE NIGHT

John Hodiak and Lynn Bari



The K O L O F E S T I V A L
16 solid hours of Balkan Excitement
with Institutes, Exhibitions, real
live ethnic bands & dancing galore ~~for~~ all!
Aman Folk Ensemble + Anthema Hellenic
Performers + Ez Bež + Koroyer + Pečurka
Village Band + Rimaja Belly Dance Troupe
+ UCLA Yugoslav Performance Group +
Westwind International + Zadruga + also
Festival Records + The Folk Motif + Krikor
the Magic Tailor + also Louise Anderson
Bilman + Billy Burke + Mario Casetta +
Mihai David + Elsie Dunin + Bora Gajicki +
Dick Crum + Carl Deul + Bob Leibman + Dave
Shochat + Anthony Ivancich + Tony Shay +
Borino Kolo Orchestra & direct from Yugoslavia,
DOBRIVOJE PUTNIK, Artistic
Director of "Ansambl KOLO". & lots more!
~~For \$2 adults, \$1 kids each day & \$1 for Institutes!~~
Incredible EASTER weekend April 21 & 22
at the Culver City Vet's Auditorium, Over-
land & Culver Blvd. ~~Each~~ day 5pm to 1am!!! +
Food, Beer & Wine + Institutes 5 to 8pm +
Good for the Body & good for the Spirit!!
A beautiful Benefit for KPFK-90.7 FM.

Auspices ETHNIC INSTITUTE
Produced by Mario Casetta ++





KPFK offers a tape or cassette of any one of the following radio programs free to each person who (a) joins the 3729 Club (see page 24) or (b) converts from a regular subscription to a 3729 Club subscription or (c) sends a donation of \$60 or more. These premiums are for actual money received, not for pledges: your check or money order must be enclosed with the accompanying order form.

OLD RADIO

1. RADIO THEATER — Choose one:

- A. The Wisteria Tree (actually, it's Chekhov's "Cherry Orchard") with Helen Hayes and Joseph Cotten. -OR-
- B. The Maltese Falcon with Humphrey Bogart, Sidney Greenstreet and Mary Astor. -OR-
- C. Arsenic and Old Lace with Ida Lupino, Boris Karloff and Eddie Albert.

2. THE ADVENTURES OF SHERLOCK HOLMES .

Two complete episodes: one starring Sirs John Gielgud and Ralph Richardson, the other with Basil Rathbone and Nigel Patrick.

3. THE GOON SHOWS

Three complete surreal programs, with Peter Sellers, Spike Mulligan and Harry Seacombe.

4. CBS RADIO WORKSHOP: Brave New World

Aldous Huxley narrates his great novel, written 25 years before this premiere broadcast of January 27, 1956.

5. THE FRED ALLEN SHOW

The famous broadcast of March 20, 1940 when an eagle got loose in the studio.

NEW RADIO—PACIFICA

6. BRECHT IN HOLLYWOOD

A new documentary account of the years 1941-1947 in the life of Bertold Brecht, including Brecht's testimony before HUAC and interviews with Elsa Lanchester, John Houseman, Mrs. Lion Feuchtwanger, among others. A KPFK super-production.

7. THIS LAND IS YOUR LAND: The Life, Times and Music of

Woody Guthrie. A new special production including reminiscences by Bess Loman Hawes and Will Geer, with Woody's songs performed by Don McLean, Jack Elliot, Joan Baez, Arlo Guthrie, among others. Produced by Roz and Howard Larman especially for Marathon 1973.

8. LADY DAY: Billie Sings the Blues

After her death the mystique of the lady with the gardenia was probed by Gillespie and Horne in San Francisco, Terkel in Chicago, and Schiffman at Harlem's Apollo Theater. Included are passages from Billie Holiday's autobiography and selections from her work, including the banned "Gloomy Sunday." A Pacifica Archives special.

9. PIAF: In Memoriam

A special tribute to French singer Edith Piaf, originally offered during the October Minithon and enthusiastically received. A documentary on the art, style and life of Piaf; abundantly illustrated with some of the best examples of her art, including a number of rare recordings of her songs. Produced by KPFK's documentarian extraordinaire, Carlos Hagen.

10. CODA ON 39th STREET: End of an Era

Walter Slezak narrates this historical memento—the last 24 hours in the life of the Old Metropolitan Opera House. Backstage interviews, from Rudolph Bing to the stagehands. Recreation of the farewell Gala. A Manager's Special and a "must" for Fred Hyatt fans.

SPECIAL RADIO OFFER!

PLEASE RUSH ME THE
PROGRAM CIRCLED BELOW

- [] I Want Tape
- [] I Want Cassette

1. RADIO THEATER
"A" "B" "C"
2. SHERLOCK HOLMES
3. GOON SHOWS
4. CBS RADIO WORKSHOP
5. FRED ALLEN SHOW
6. BRECHT in HOLLYWOOD
7. THIS LAND IS YOUR LAND
8. LADY DAY
9. PIAF
10. CODA on 39th STREET

My check for \$____ is enclosed,
which applies to:

- [] New 3729 Club membership
(\$60 enclosed).
- [] Conversion from regular sub-
scription to 3729 Club (en-
closed: difference between my
present sub. and \$60).
- [] Donation (\$60 or more
enclosed).

All contributions are tax deductible.

Mail to: KPFK,

North Hollywood 91608

Name _____

Address _____

City _____

Zip _____

Phone _____



INVOLVED?

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on music and art

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The idea behind the Pacifica Poll is to find out who you are, where you live, how much you depend on us, how you translate that into financial support, and how well we are fulfilling your needs.

The Poll is not designed for use as a basis for major programming changes! If you indicate that you don't like public affairs broadcasting the way we do it, we won't for a moment consider eliminating it and becoming an all disc jockey, talk show radio station. We will try to figure out ways to do it better. We also might use the poll to make some time changes. For example, if it turns out the program you like best is being broadcast at 9:00 on Sunday morning, we might consider re-broadcasting it. If most of you think interviews are a drag, we'll encourage program producers to bring you the same information in a different form. Rest assured you won't find old friends leaving the air as a result of this Poll.

We are not running a popularity contest. Many of the things we do are not popular (that is, they don't have mass appeal), but they're important, and we'll keep it up as long as your support keeps us on the air. On the other hand, there's no reason why important radio has to be unpalatable radio, and we're trying to figure out ways to bring it to you in a form you like and at a time you can listen.

With all this in mind, please take a few minutes to think about the Poll, fill it in, and get it back to us as soon as you can. Please attach any additional comments you have about programming, promotion, the concept of the Poll itself, and, of course, as always, any spare change you can give to let us implement some of the ideas this Poll is bound to suggest to us.

You know our mailing address: KPFK, 3729 Cahuenga Blvd. West, North Hollywood, California 91604. Write "Poll" somewhere on the front.

(Adapted from a Poll by KPFA)

- Where do you live? 1/
Age Sex I live alone I live with others 2/
How long have you been a KPFK subscriber? 3/
[] 1 year or less [] 1 - 2 years [] 3 - 5 years [] 6 - 10 years
[] over 10 years
I first subscribed during: 4/
[] A Marathon or other special-fund appeal.
[] Regular broadcasting time.
How many people in your household listen to KPFK? 5/
Approximately how many hours a week do you: 6/
 Listen to KPFK?
 Watch TV?
 Read newspapers, magazines and books?
 Listen to other radio stations?
 List those stations.
 List newspapers, magazines, etc.
How much money did you donate to KPFK this past year? 7/



DON'T STOP NOW!
TURN THE PAGE &
DO SOME MORE→

THE REST
OF THE

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This figure is closest to my income last year.

8/

[] \$2,000 [] \$5,000 [] \$10,000 [] \$15,000 [] \$20,000

My occupation is 9/

Please check the appropriate box which best describes your reaction to the following program areas.

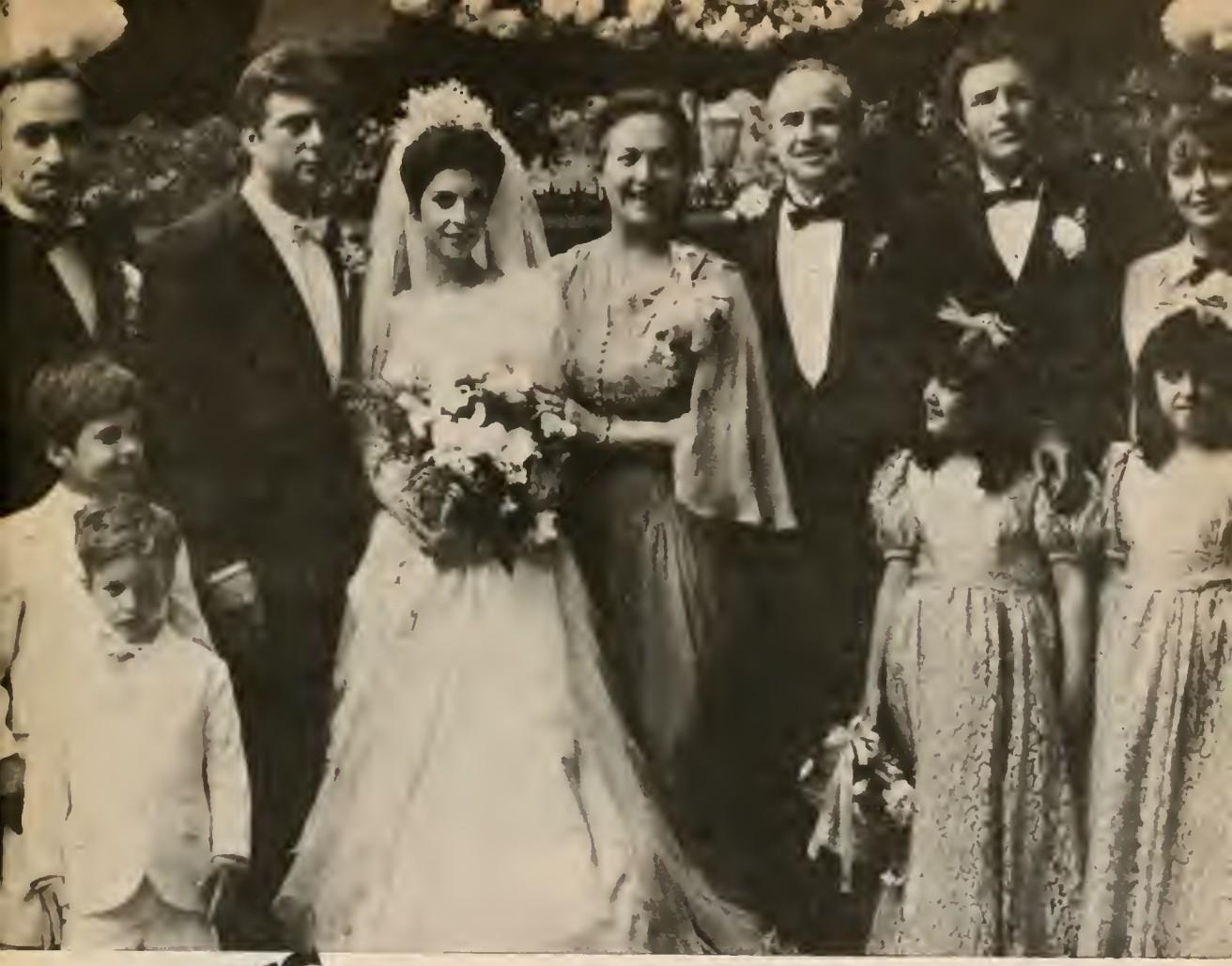
	TURN IT OFF	HATE IT	IT'S OK	LIKE IT	LOVE IT	
NEWS						
Morning	[]	[]	[]	[]	[]	10/
Evening	[]	[]	[]	[]	[]	11/
MUSIC						
Classical	[]	[]	[]	[]	[]	12/
Jazz	[]	[]	[]	[]	[]	13/
Folk	[]	[]	[]	[]	[]	14/
Ethnic	[]	[]	[]	[]	[]	15/
New Composers	[]	[]	[]	[]	[]	16/
Indian	[]	[]	[]	[]	[]	17/
Opera	[]	[]	[]	[]	[]	18/
Rock/Popular	[]	[]	[]	[]	[]	19/
LIVE RADIO						
Earthlog	[]	[]	[]	[]	[]	20/
Dealing	[]	[]	[]	[]	[]	21/
Captain Midnight	[]	[]	[]	[]	[]	22/
PUBLIC AFFAIRS						
Live Coverage	[]	[]	[]	[]	[]	23/
Documentaries	[]	[]	[]	[]	[]	24/
Commentary	[]	[]	[]	[]	[]	25/
Special Reports	[]	[]	[]	[]	[]	26/
Interviews						
Live, with phone-ins	[]	[]	[]	[]	[]	27/
Recorded	[]	[]	[]	[]	[]	28/
Metaphysics	[]	[]	[]	[]	[]	29/
Women's Programming	[]	[]	[]	[]	[]	30/
Third World Programming	[]	[]	[]	[]	[]	31/
DRAMA & LITERATURE						
Readings	[]	[]	[]	[]	[]	32/
Poetry	[]	[]	[]	[]	[]	33/
Old Radio	[]	[]	[]	[]	[]	34/
Reviews of the Arts	[]	[]	[]	[]	[]	35/
Radio Drama	[]	[]	[]	[]	[]	36/

What would you like to hear more of on KPFK? _____

My favorite KPFK programs are: _____

What would you like to hear less of on KPFK? _____

My favorite gripe is: _____



Make us a donation we can't refuse!

But then we're not likely to refuse anything—provided it's new.

This year, more than ever, KCET must rely on local support to maintain quality programming, the kind that few other U. S. communities enjoy. One way to help, and do yourself some good too, is to donate new merchandise (or art and antiques), gift certificates, pledges of service and/or cash to KCET's 5th annual TV Auction. In return, you'll not only be helping to perpetuate Sesame Street, Hollywood Television Theatre, Citywatchers and KCET's award-winning programming, you'll also get on-the-air acknowledgement of your donation. And during one of the year's peak viewing periods. Auction underwriters and those making major contributions receive additional promotional benefits. Remember, too, all donations are tax deductible.

Be a godfather. Call AUCTION OFFICE (213) 666-6500 and donate now.
TV Auction '73
May 4-12

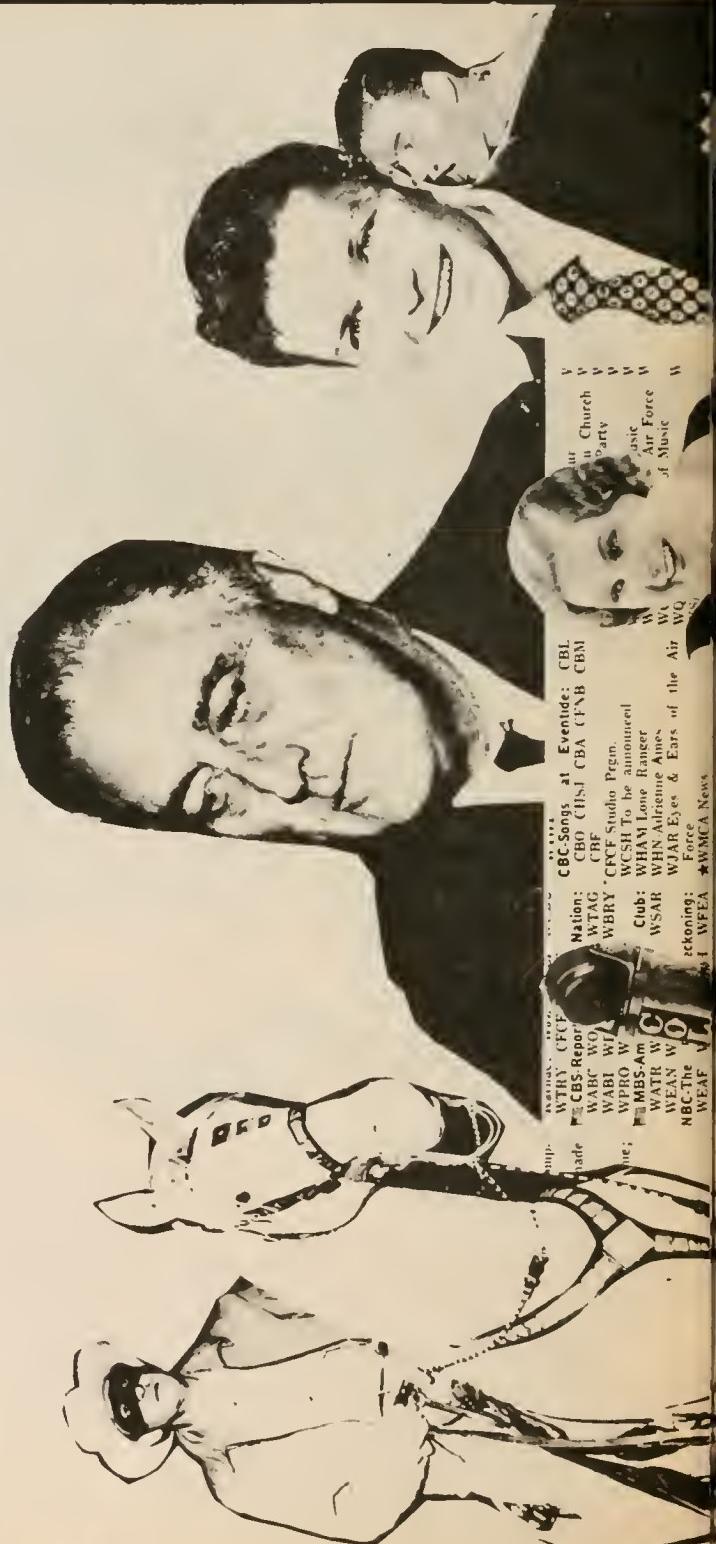
KPIK
PACIFICA RADIO

APRIL 1975
ANNUAL VOL.

KPPK 90.7 FM LOS ANGELES

APRIL 1975

SECOND ANNUAL OLD TIME RADIO MARATHON!



JUST LISTEN

Program listings for m-

Discussion

With Comments of

Fr. NBC

Platform, CBS

moderator

The Nation, CE

BN

MBS

inson, BN

s., BN

BN

John Gunthe

Undercoff

BN

10

Joe Kelly; Eddie Peabody; Pat Hooper Hot Shots; Lulu Belle Frank Sinatra; Joan Edwa Smith; Mark Warnow's Orch

9:30 Victory Parade of Bands, BN

10:00 Bill Stern Colgate Sp

reel, NBC

10:15 Bond Wagon, MBS

10:15 Campana Serenade,

Dick Powell; Music Ma

neek's Orchestra

10:15 Blue Ribbon Town,

Groucho Marx; Virgina

Dickson; Robert Amb

Variety

A.M.

9:00 Breakfast Club, BN

Don McNeil, m.c.

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Hawaii C

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the **STAFF**

6472 Santa Monica Boulevard Hollywood, California 90038

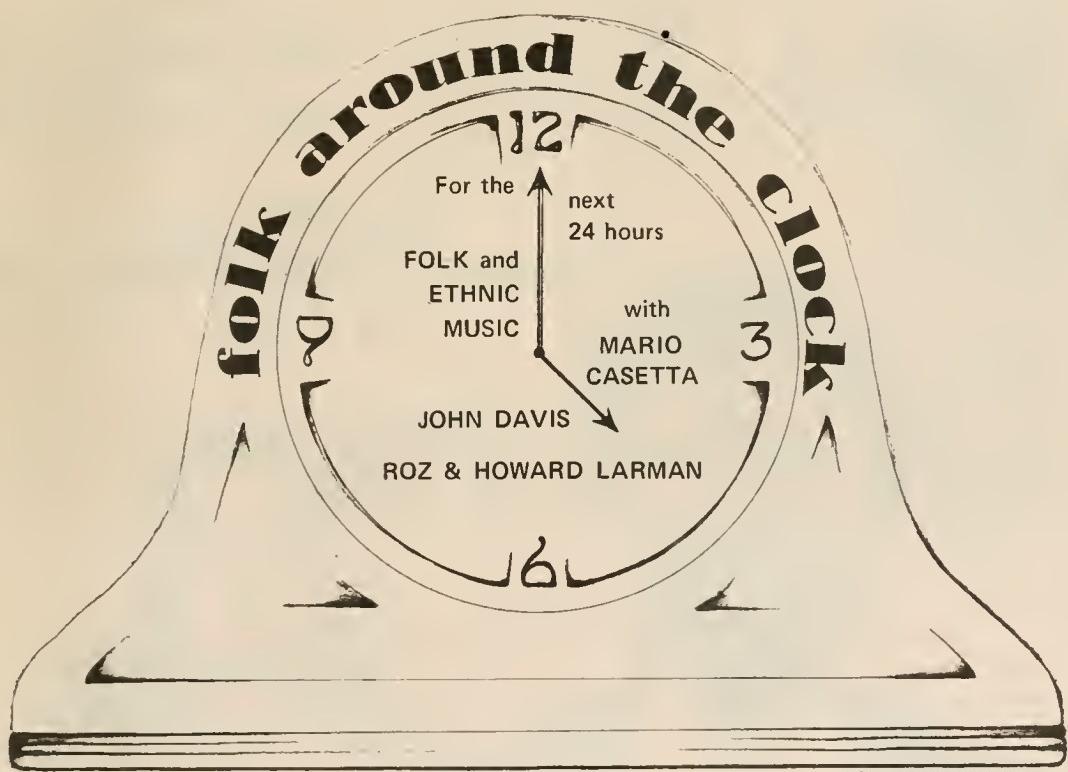
The Newsweekly with Prescience

© 1972

WHEN WE REACH

\$37,290

(A figure fraught with significance: it is not only our numerical street address, it is also 1/3 of our Goal!)



You'll be able to brush your teeth to a plaintive BYELORUSSIAN melody, or drive to work on the freeway to the tune of a free-wheeling KOLO, or fix a midnight snack to the hypnotizing strains of the KOTO. You'd rather brush your teeth to a polka? Or the Clancy Brothers? Or Pete Seeger? Well, you might not get I'm From Krakow with your tube of Crest, but at some time during the day you'll hear something polonaise. And something Chinese. And something from Appalachia. And maybe some blues, too. Ethnic and folk music . . for 24 non-commercial hours . . foreign sounds to schmooze to, booze to, or cruise to. Andale!

Antonio Das Mortes

A film by
Glauber Rocha

"It is a very beautiful and very real film. It is a deeply political film."
—Jonas Mekas, *Village Voice*

"A fascinating, disturbing film . . . with piercing shafts of political and religious insight." —Show

"Dynamic, tragic, implacable . . . technically extraordinary with brilliant hues and composite acting."
—Variety

"An awesome primitive, a savage epic poem, a nightmare of terminal violence, a paean sung by the poor in worship of their heroes, a unique film made by a unique filmmaker."
—Elia Kazan

"Among all the young cinema-makers in the world, Rocha is the one I like best." —Luis Buñuel

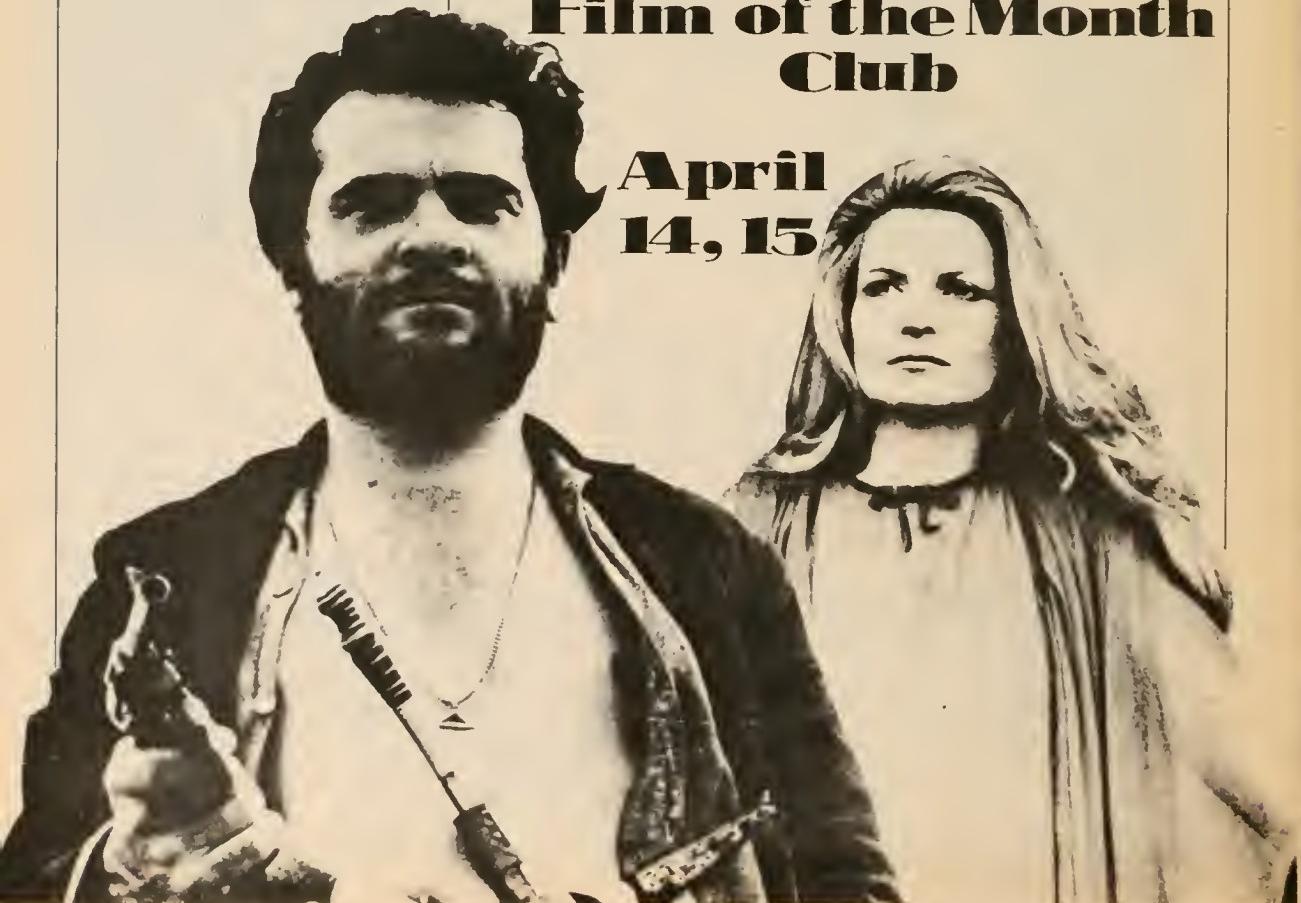
Glauber Rocha received the Best Director award of the 1969 Cannes Film Festival for *Antonio das Mortes*. The film received the Prix Luis Buñuel, the International Critics Award, the Prix de l'Association Internationale des Cinemas d'Art et Essai and the Special Jury Award at the 1970 Atlanta Film Festival. Rocha, foremost director of Brazil's Cinema Nôvo, has created a revolutionary folk-epic with operatic, expressionistic melodramatic overtones out of the elements of folk-history, superstition, and social injustice. Antonio, the landlord's assassin hired to kill a band of the peasant rebels, joins them instead.

An ecstatic song of violence set in an unearthly landscape, *Antonio das Mortes* fashions a new revolutionary esthetic out of the rhythmic crescendo of primitive and violent symbolism, myth and legend, reinforced by African and Portuguese folk music, Indian chants, and classical sambas. With Mauricio do Valle, Odete Lara, Othon Bastos, Hugo Carvana, Jofre Soares, Rosa Maria Penna, and the people of Milagres. A Brazilian film in Portuguese with English subtitles.

Inaugural Screening

KPFK
Film of the Month Club

**April
14, 15**



**IMPORTANT INFORMATION ON HOW TO JOIN
L.A.'s NEWEST and MOST EXCLUSIVE FILM GROUP:**

On April 14 and 15, KPFK will inaugurate a new service for its listener-sponsors: the KPFK Film-of-the-Month Club.

The Club is designed to reward that sometimes forgotten group, the faithful who renew their subscriptions on time, year after year. *Early renewal* represents a number of benefits to your station. We receive the funds earlier and can invest them in programming sooner. We save spiralling reminder costs. We avoid myriad bookkeeping and paperwork associated with our subscription system. And expensive computer time.

Those savings will underwrite almost all the costs of operating the Club!

At least once a month, FOTMC members may attend *free* preview screenings of important new films and/or film classics, beginning with *Antonio Das Mortes*, a Brazilian film by Glauber Rocha (see opposite page). The private showings will take place on weekends at the Beverly Canon and New Vagabond theaters. The facilities, as well as some of the films, are being made available to the Club by Franklin Urbach, manager of the two art houses.

Here's how to join:

**Wait until your subscription is up for renewal—then renew within 10 days after receiving your first notice.

**Give a full year's gift subscription to someone you care for.

**Convert to the 3729 Club, whose members are *automatically* Film of the Month Clubbers (see page 24).

**Renew your subscription up to 12 months early.

Actual screening times, along with the titles, will be announced one to two weeks in advance, on a daily basis following the KPFK Evening News at approximately 6:45, Monday through Friday.

To guarantee seating, phone reservations will be taken before each screening. You may bring one guest per showing, for whom there may be a 50-cent service charge.

I am a regular, paid-up subscriber. Please enroll me in the Film-of-the-Month Club. I understand that this will not count toward the Marathon, unless I convert to the 3729 Club, or give a gift sub.

Please check appropriate box and fill out temporary card. Mail entire coupon with your check to: KPFK, North Hollywood, California 91608.

SEPT / OCT / NOV / DEC	JAN / FEB / MARCH / APRIL / MAY / JUNE / JULY / AUG				
KPFK FILM of the MONTH CLUB					
Name _____					
Address _____					
City _____					
State _____			Zip _____		
<i>Not valid unless stamped with serial no.</i>					



EARLY RENEWAL

REGULAR

1 year \$25

STUDENT/RETired

1 year \$15

3729 CLUB CONVERSION

\$60 plus \$5 service fee

(subtract what you've already paid on your present sub. Minimum first payment: \$10.)

GIFT SUBSCRIPTION

REGULAR

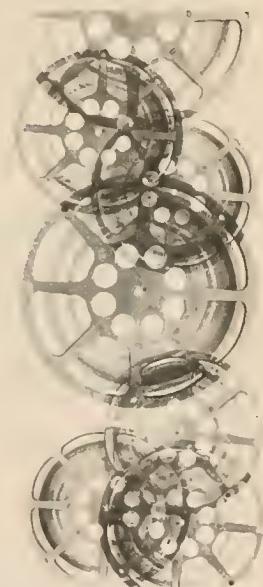
STUDENT RETIRED

Please send to:

name _____

address _____

city _____ zip _____



Last Year
 You May Have
 Thrown Away
 \$1000.
 This Year,
 Let the 3729 Club
 Help You Get It Back!



MEMBERSHIP ADVANTAGES: GROUP POWER



Buying Services
 administered by

California Consumers Council
 Incorporated

Why Join the 3729 Club/CCC?

Basically for the same reasons individuals join unions, professional associations and credit unions. Often the group working together can obtain advantages and opportunities which the individual cannot. CCC acts as the group representative in making purchases from manufacturers and distributors obtaining the best possible price for members.

Don't Fedco, White Front and other discount stores offer low prices?

- PERSON-TO-PERSON SERVICE
- PURCHASING AGENT SERVICE
- TELEPHONE BUYING LINE
- INSURANCE CONSULTANTS
- TRAVEL & ENTERTAINMENT

BEATS DISCOUNT PRICES

- FINANCING
- INCOME TAX SERVICE
- LEGAL SERVICE
- INFORMATION
- CONVENIENCE

On most items, no. The so-called discount stores have many of the same overhead costs which push prices up in retail stores—large buildings, large staffs, millions of dollars tied up in inventory, huge advertising budgets. CCC cuts through these expenses by ordering only the merchandise requested by the member. CCC can obtain almost any item by nationally known manufacturers at prices which are usually substantially below those charged by so-called "discounters."

And, CCC members receive extra service which "discounters" can't begin to offer. Each member is important to CCC, so each member receives the personalized attention which his membership deserves. CCC members don't have to contend with the mobs of shoppers, long check stand lines and discourteous employees so common in department stores. In fact, members may transact their purchase entirely over the telephone through CCC's exclusive "buying line."

PLEASE PRINT!

Name _____

Address _____

City _____

Zip _____

KPFK North Hollywood 91608
 Please send me my personalized
 membership card.

- [] Current subscriber. Please "convert" me to 3729 member. \$10.00 enclosed (\$5 service plus \$5 first month contribution).
- [] New subscriber. Please enroll me in the 3729 Club. One year's subscription payment (\$25 or \$15) is enclosed. Bill the remainder:
 annually quarterly monthly

As a 3729 Club member, I understand that I will donate a minimum of \$60.00 to KPFK annually at the rate of \$5 per month.
 Signed _____



when we reach \$74,580

(That's twice \$37,290
--and 2/3 of our Goal!)

DOCUMENTARIES

AROUND

ANARCHISM: BLACK FLOWERS OF SPAIN
DEATH IN VENICE * * * EDITH PIAF MEMORIAL
FREEDOM of the PRESS * HOMAGE to KENNETH PATCHEN
JIM MORRISON: ARTIST IN HELL * * * LA GUERRA CIVIL
MAUD GONNE * * * MEDIA & THE WAR
OF RESISTANCE/DISOBEDIENCE/OBJECTION
ON THE STREETS OF DERRY * * * * * PABLO'S PARTY
POETRY OF EZRA POUND * * * THOSE TROUBLESOME PRIESTS
VISIONS IN BEBOP: CHARLIE PARKER
WILLIAM CARLOS WILLIAMS: AMERICAN PROPHETIC
WITH THESE YOUR EYES YOU SHALL RECOVER
WORLDCON * * XENAKIS: POINTILLISTIC UNIVERSE
ZYMURGY: JAZZ ROOTS OF CLASSICAL MUSIC

The sound of KPFK is most uniquely felt in its own originally produced documentaries. Each of these programs represents hours of research, editing and production work, and the best of our creative skills and programming imaginations. For this Marathon presentation we focus on the major programs produced in our own studios during the past year and a half. Some have received national awards; some have received letters from you the listener-sponsors; others represent the kinds of commitments and passions we hoped to share with you.



Barbara Cady

I wish
I didn't
know now
what I
knew
then.

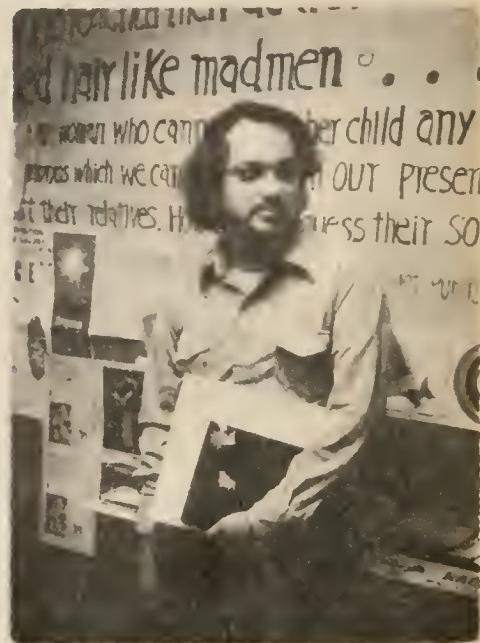
*Here we all are, in
alphabetical order.
Except where
otherwise noted,
Allen Zak took
all these photos.*



Kathy Calkin. Renaissance music—choral singing—
rock hunting—Weimaraners—women's movement—
KPFK—Mitchell.

Mitchell Harding earth, the billion green growing forms
of life, air, sky, stars; fire, lightning, the burning tygers;
water, the vast ocean, hidden meanings. Katherine.

Andres Chavez — and el famoso popo preguntó,
WHY? YIN AND YANG replied OMATEATL, the
fourth sun is movimiento Y QUE VIVA dicen los
chicanos. el sereno viene.



David Cloud
Music Director
quaquaversal
icositetraphonic
sesquipedalian
hemidemisembreviate
borborygmic
quisquillous
pandiatonic
none of the above
all of the above.



In 25

Words or

Less...

HERE
IS
WHAT
KPFK
STAFF
MEMBERS
HAVE
TO
SAY
FOR
OUR
SELVES



Jane Gordon
Look, look. See Jane run.
See Jane run after Folio copy.
See Jane run after Programmers.
See Jane run to the printer.
Run, Jane, run. . . .



Mike Hotel,
public affairs director,
media freak, sf freak.
Does KPFK
really stand for Keep Perpetuating Franz Kafka? If not, why not?



Ruth Hirschman
Thoughts upon driving from the top of a mountain in
Topanga to North Hollywood: Keep the road steady,
the window open, and the risk alive.





They said I had to write 25 words or less. I'm over-worked, underpaid, under-staffed. Anyone out there need an experienced recording engineer?

— Rick Bralver

If you're so smart, why aren't you taller?

— Rachel Kurn



Dennis Levitt.

I'm still not sure why someone gave me a "OS-4-MY" button. Please don't call between 5 and 6 or else it's bad news. . .I'm not sure what trivia means anyway. Aardvarks—Echinias—and Platypuses



Will Lewis

A (Pacific) bird in the hand is worth two (or more flamingos) in the Busch (gardens or country). "...after 20 months, still free at last." *Op. Cit., Folio*, April '72



Photos: Mario Casetta



Ron Richo



Clay Delmar. Love is eternal, but I am not.
I must communicate while there is time.



Barbara Spark. The nice thing about working so hard is that nobody expects you to clean up your room.



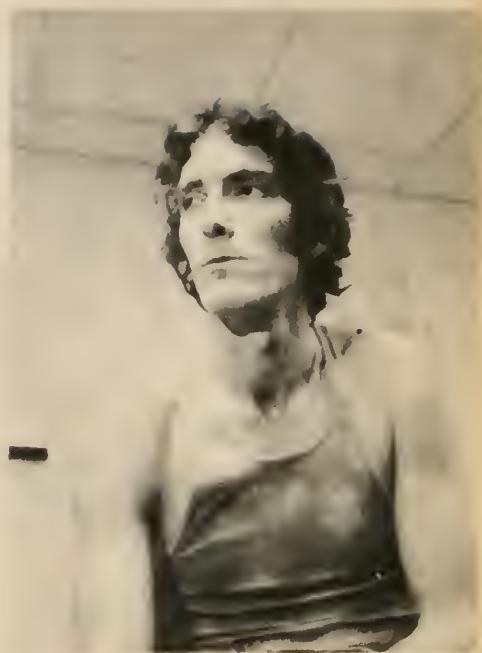
Eric Shapiro. How come I can't go to work in the subway anymore?



Roy Tuckman.
Anyone knowing the true identity of this person,
please contact your nearest love enforcement agency.



Don Wilson



Steven Tyler, Public Affairs 877-2711, after 3.



Paul Vorwerk—persona: conductor, singer, composer; ego: seeker of sonic treasures; anima: waiting; Self: crescendo poco a poco.



Zachary the Cat. Here's a good example of Zachary's lot in life: at least 5 different staffers promised me a caption for his picture; and here I am writing it on the day before deadline. Love, Jane.

AND, when we reach

our GOAL...

\$112,000

BACH

AROUND THE CLOCK

THE

On this Bach-fest, you'll hear—yes—all the *Brandenburg Concertos*, the *Suites for Solo Cello*, rebroadcasts of some of our Bach Cantata programs (heard Sundays at 8:00 a.m.), the complete *St. Matthew Passion*, and to conclude, the *Mass in B Minor*.

And So, On...



KPFK Staff continues to shrink like Tiny Alice. . . . Miriam Bjerre has left us to become the first woman anchor-person for KNX News. Everett Frost has left to devote more time to his own writing. In the words of William Blake: "Kiss the joy as it flies."

MARATHON PHONE:

985-KPKF

MARATHON PHONE:

985-5735

MARATHON PHONE

EXTREMELY LARGE STOCK • Evenings 'till 10

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Lanny May Be Gone, But His Tongue Lives On'
Those Blue Chip Stamps cluttering up
Your kitchen drawer and glove compartment
can mean needed supplies for KPFK.

SEND THOSE STAMPS!

to: Lanny the Tongue
KPFK
North Hollywood
91608



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SCENE**

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KPFK listeners!

More classified on next page



more classified

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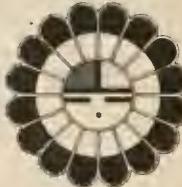
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